

MARLBORO SURVEY

We'd like to get to know you and your friends in Marlboro Country. Please send us a few moments to answer these questions, and return in the envelope provided.

By responding to the following survey and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive free samples of cigarettes and incentive items in the mail, subject to applicable state and federal law.

Signature (required) _____
 Birthdate (required) _____
 Month / Day / Year

Sample A. Sample
 123 S Anywhere St.
 Anyplace, US 12345

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If your name or address is incorrect, please print the correct information at (500) 300.

1. What is your regular brand of cigarettes—that is, the brand you smoke most often?

2a. Is your regular brand...? (Check one.)
☐ Regular/King Size ☐ 100's ☐ 120's

2b. Is your regular brand...? (Check one.)
☐ Menthol ☐ Non-Menthol

2c. Is your regular brand...? (Check one.)
☐ Filter ☐ Non-Filter

2d. Is your regular brand...? (Check one.)
☐ Lights/Mild ☐ Medium ☐ Full Flavor
☐ Lowtar/Extra Low Tar

3. Do you usually buy it by the...?
☐ Pack ☐ Carton ☐ Both Ways

4. How long have you smoked this brand?
☐ Less than 1 yr ☐ 2 to 3 yrs ☐ Over 5 yrs
☐ 1 to 2 yrs ☐ 3 to 5 yrs

5. What, if any, was your previous brand?

6. The next time you go in the store, if your regular brand was not available, what would you do? (Check one.)
☐ Go to another store to buy my regular brand.
☐ Wait until the store has my regular brand.
☐ Buy a different brand entirely

7. Out of the list of times you bought cigarettes, how many times did you use money-off coupons?
☐ None ☐ 3 to 4 times
☐ 1 to 2 times ☐ 7 or more times

8. Are there other smokers in your household, 21 years of age or older, that are willing to receive free samples of cigarettes and incentive items in the mail? Please print full name and birthdate.

For Name _____ Age _____ Sex _____
 Birthdate _____
 For Name _____ Age _____ Sex _____
 Birthdate _____

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MANUFACTURER'S COUPON EXPIRES 12/31/96

\$4.00 off a carton of any style Marlboro.



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SURGEON GENERAL'S WARNING: Cigarette
 Smoke Contains Carbon Monoxide.

Lights: Menthol 10 mg "tar," 0.8 mg nicotine; 100's & Kings 11 mg "tar," 0.9 mg nicotine—Medium: Kings 12 mg "tar," 0.8 mg nicotine; 100's 13 mg "tar," 1.0 mg nicotine—Regular: 16 mg "tar," 1.2 mg nicotine av. per cigarette by FTC method.

